I claim:

1. A business method for managing after-market product and service presentations to vehicle purchase customers comprising the steps of:

selecting a computer system with audio and video presentation means, and with storage media means;

recording a plurality of audio visual promotional presentations onto said storage media means;

selecting and installing an audio visual player software routine onto said storage media means, which audio visual player software routine, upon actuation, plays said audio visual promotional presentations;

selecting and installing a promotional presentation management software routine, which promotional presentation management software routine: (a) presents to a user a start menu into which is entered a user identification and selection data for selecting one or more audio visual promotional presentations which are to be presented to a viewer, (b) based on said selection data selects said one or more promotional presentations and sequentially displays same to a viewer, (c) presents a purchase menu into which a user inputs data reflective of a

positive or negative purchasing decision, and (d) records into a searchable database a record indicating said selection data, the identity of said one or more promotional presentations, said user identification, the time and date of said actuating of said software, and said data reflective of said positive or negative purchasing decision;

inputting said user identification and selection data into said start menu of said promotional presentation management software routine and actuating said promotional presentation management software routine for initiating said displaying of said one or more promotional presentations; and

inputting said data reflective of said positive or negative purchasing decision at the end of said displaying of each said one or more promotional presentations.

2. The method of claim 1 further comprising the steps of:

searching said searchable database to compile data reflective of data stored by said promotional presentation management software routine.

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